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**ProTrain – глобальный инструмент помощи вашим образовательным учреждениям в работе со студентами...**

**ProTrain, a Global Extension Arm of your educational institutions need for student outreach...**

В статье рассказывается о компании ProTrain, в которой автор работы является генеральным директором. Компания предоставляет образовательные курсы институтам и школам аудиторно и дистанционно. Особенно детально описываются методы и способы проведения дистанционных занятий.

With an expanding pool of aspiring students how does a university or college reach those who, for whatever reason have difficulty attending a class in a classroom? Perhaps their work or schedule will not allow classroom attendance, or they have children at home that prevent them from attending classroom instruction. These students are ready-made for an online classroom environment. What happens though if the course or courses they want or need are not currently offered by your institution? ProTrain has your solution!

ProTrain, LLC, is dedicated to quality educational services at an affordable cost, in the classroom or online, ensuring success in the workforce through the active engagement of direct relationships with universities, community colleges, educational entities, corporations, non-profits and the military community throughout the United States and internationally.

ProTrain, an American company was founded seven years ago and its initial online offerings were with one school and well under 100 courses. Now, ProTrain is partnered with over 200 colleges or universities and offers just under 600 courses. Its CEO, Ms. Betty Gardner, continues to expand the company's growth to serve additional schools in both America, Canada, South Korea, India and Europe.

*Ms. Gardner routinely shares the following thought with many partners and students:*

*“Education is the key to our future. It is the one gift that we can give ourselves that neither the economy nor other forces can take from us. Our communities and society continue to benefit from the quality education with which we reward ourselves. ProTrain provides the real-world employer with relevant, highly sought after training, for real people.”*

ProTrain’s partnerships with universities, colleges and community colleges give students access to courses they may not otherwise have the opportunity to participate in and gain knowledge, skills and abilities. ProTrain’s online courses typically are delivered in one of three methods; Open-Enrollment, Instructor Led, and Self-Study. ProTrain offers either an instructor or mentor in most of their courses.

ProTrain provides courses, certificates and certifications in a wide variety of topical areas such as:

- Accounting/Financial Services/Tax Preparation
- Business/Management/Leadership
- Career and Services
- Desktop Skills/Computer Applications
- Education
- Green/Renewable Energy
- Healthcare/Allied Health
- Industrial and Skilled Trades
- Information Technology
- Law and Legal
- Programming/Web Design & Development

Many of the online programs in these fast growing industries prepare students for National and International Certification Exams leading to new and rewarding careers. ProTrain has focused these programs based on the careers the Department of Labor has forecasted States want to grow jobs and their economy in the next 5–10 years. ProTrain’s online courses are portable, flexible, and customizable and allows individuals to study anytime and from anywhere in the world. ProTrain tracks the top 50 US national best career choices to ensure the students are getting the most relevant and up to date career training available. See Figure 1 for the 2011 Top Selling Courses in the USA. In the US market, ProTrain routinely serves their partner institutions by providing programs and marketing materials on behalf of the institution to corporations, military, unemployed, and self-pay individuals.

Open-Enrollment courses are 100 % self-paced, meaning they do not have an attendance, webinar, or group-chat requirement. Students are given an allotted amount of time (3 months as an example) to complete their course. These Open-Enrollment courses are typically Instructor Supported, Mentor Supported, or Self-Study. Students, who do not complete the course in the amount of time allotted have an opportunity to purchase an extension for a minimal re-enrollment and extended support fee.

Instructor-Led courses have monthly start dates. Instructor-Led courses allow the student to register for course dates that best fit the student's schedule. The courses are a blended learning modality combining online instruction with instructor led material presentation. Instructor-Led courses have an instructor assigned to the course for the duration of the training. The instructor provides feedback on assignments, actively participates, and is available to assist students via the online classroom messaging system. For this reason, Instructor-Led courses are slightly different from Instructor Supported classes.

Instructor-Supported classes have a qualified instructor who monitors student work and progress throughout the duration of the self-paced course. The instructor is there to assist students via the classroom messaging system within 24–48 hours if assistance is requested.

The courses that offer mentor support are also self-paced; however, there is an industry subject matter expert who can provide the students with content specific support via phone or email. Communication between student and instructor is available either via email, Live Chat, or telephonically.

Self-Study courses feature open registration and are delivered to the student's via the internet. Self-Study courses include everything a student needs to learn a new skill or trade and require the student to complete assignments and return them to the instructor by mail for grading. Progress reports and grades cannot be provided for courses that are not completed online until the student has completed and returned his or her homework and exams to the instructor.

The process of partnering with ProTrain is easy and one that makes getting started to offer their courses seamless to any potential learning institution. The process usually starts by an interested school asking for an introductory webinar to learn more about ProTrain and what they offer. This introductory webinar usually last about 1,5 hours and is totally focused on telling perspective partners how ProTrain and its Training

Assessment Managers are truly an extension of any school's Continuing Education Staff. ProTrain outlines their mission, core values and how those values translate to a solid professional business conduct that the institution can count on a consistent basis. The webinar covers all aspects of what ProTrain can offer in courses, marketing, and student progress reports. Additionally, the webinars help focus schools on the types of courses that will help them and their students to the greatest degree.

Webinar participants will learn about ProTrain as an organization and the team of extraordinary people and their beliefs that make ProTrain a great resource for partner schools and their students. An organizational overview will consist of topics such as:

### **Who is ProTrain...**

#### **OUR VISION**

Our vision is to be the most trusted provider of quality educational services in the classroom or online, ensuring success in the workforce in the United States and its international partners.

#### **PROTRAIN MISSION STATEMENT**

ProTrain, LLC, is dedicated to quality educational services at an affordable cost, in the classroom or online, ensuring success in the workforce through the active engagement of direct relationships with universities, community colleges, educational entities, corporations, non-profits and the military community throughout the United States and internationally.

#### **PROTRAIN CORE BEHAVIORS**

##### **Commitment – Live the Company Values**

At ProTrain, our company values, must characterize everything we do. We want everyone that comes into contact with us to know that we do things the right way at ProTrain. We don't take short cuts. We are persistent in sustaining a passionate commitment to genuine service of the highest quality for our customers and for ourselves. We will surpass industry standards.

##### **Communicate Openly**

At ProTrain we want the good news to travel fast, and the bad news to travel even faster up the line. We should always be mindful of the importance of honestly communicating problems as well as breakthroughs and lessons learned. We express ourselves positively, clearly, and concisely (both verbal and written). Documentation is the key!

##### **The Written Word is Forever**

ProTrain employees are highly encouraged to document all interactions with clients and team members, thus saving countless hours of unnecessary conflict. An important key point is to never forget that the written word represents not only the individual who wrote it, but the client's we represent. We take our and your reputation very seriously.

#### Focus on Operating Excellence

ProTrain team members are resourceful, respectful, and genuine in putting the customer first. We travel the extra mile for our internal and external customers to deliver service of value. We must focus on service performance to deliver the full potential of our company.

#### Act with Speed, Flexibility and Adaptability

At ProTrain, we must embrace change with a positive attitude and open mind. We must be able to pursue opportunities in a timely fashion. We must avoid bureaucratic delays. This "small company" behavior has been characterized by our ability to be creative, while taking every step to ensure we protect the integrity of our business. We provide choices to customers and team members, and we will continue to change and improve, dedicating ourselves to getting it just right at ProTrain, we plan, implement and execute duties correct the first time, in order to reuse and recycle ideas and add flexibility and adaptability for all customers.

#### Solve Problems through Innovation

We are a creative, confident team who can solve our customer's education needs through the passionate pursuit of ideas, products and innovation that will enhance the experience with our company. We identify and analyze problems and seek sound, cost-effective solutions. We consider the broader impact in reaching resolution and accept ProTrain's challenge to live our vision and values. We make a promise to our team members and customers to wisely utilize all resources and think 'outside the box' to ensure a superior educational experience.

#### Collaboration across the Company

ProTrain's power comes from the talented people who make up our company. The ProTrain team is an energetic, mission-focused group, motivated to not only get our customers the educational experience they want, but also to do so with the willingness and cooperation required to deliver on our promises. By cooperating and sharing our knowledge with each other seamlessly we can make our company even smarter. We do this in the spirit of respect, dignity, dependability, and selflessness to provide the best service every day, for every class.

## **PROTRAIN CORE VALUES**

The single theme “Customer First” says it all. We value our clients – school, student, counselors, corporations, etc., and want to make sure we ALWAYS meet the needs of the customer first, and worry about the sale next. If you take care of the first part by helping educate the client and match our courses to their educational goals, you can be successful by:

1. Anticipating, understanding, and meeting our customers’ evolving needs.
2. Respecting their time, patronage, and desire for good value.
3. Flexibility in providing a wide range of educational options.
4. Commitment to service and support from lead to course registration to follow-up.

In meeting the goals associated with our mission, the men and women of ProTrain are guided by Values. These values describe our company as we want it to be. We want our decisions and actions to demonstrate these Values. We believe that in putting our Values into practice creates long-term benefits for our customers, employees, vendors, schools, and communities we serve.

### **We take responsibility for QUALITY...**

Our educational products and services will be “best in class” in terms of value received for dollars paid. We will deliver excellence, strive for continuous improvement and respond vigorously to change. Each one of us is responsible for the quality of the work we do. We act with INTEGRITY in all we do...

We are each personally accountable for the highest standards of behavior, including honesty and fairness in all aspects of our work, we fulfill our commitments as responsible citizens and employees. We will consistently treat customers and company resources with the respect they deserve.

### **We deliver CUSTOMER SATISFACTION...**

We are dedicated to satisfying our customers. We believe in respecting our customers, listening to their needs and requests while understanding their expectations. We strive to exceed their expectations in affordability, quality, and on-time delivery of training products and services.

### **We deliver LEADERSHIP as a company and as individuals...**

ProTrain’s leadership is founded on taking the ideas and talent our employees bring every day in effectively delivering world-class training products and educational service support . We add more value by using

innovation, sound business management, and faster response, at a lower cost. We each lead through our hard work, competence, creativity and teamwork.

#### We value ProTrain PEOPLE...

We treat one another with respect and take pride in the significant contributions that come from diversity of individuals and their ideas. Our continued success requires us to provide the education and development needed to grow our people. We are committed to openness and trust in all relationships.

#### We regard our VENDORS and SCHOOL PARTNERS as essential team members...

We owe our vendors and partner schools the same respect we show our customers. Our vendors and schools deserve fair and equitable treatment, clear agreements and honest feedback on performance. We consider our vendor and school needs in conducting all aspects of our business.

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ProTrain continues to adjust their offered courses to meet the demands of today’s students and the world’s economy. Over 200 of the 550+ courses ProTrain offers are technical skill certification courses. These courses taken in conjunction with the current Russian Vocational Technical college studies can greatly enhance every student’s work skill qualifications in a wide range of careers. This additional study, coupled with a work training component could dramatically help the performance of entry level graduates. Additionally, this form of online curriculum still allows students who must meet national conscription requirements to



continue their education online because of ProTrain's 24/7 course access. With ProTrain's best of breed content in a wide variety of courses that help students increase their knowledge, skills, and abilities, the traditional brick and mortar school house is no longer the only way to achieve your educational and vocational dreams. The online 24/7 classroom has opened endless educational opportunities that Russian students should seriously consider if they plan to be part of a world job market and economy. The question is will you be the first to become a Russian Partner School?